

Business Model Canvas

Designed For:

Designer(s)

Date:
Version:



Key Partners / Relationships



Who are the Key Partners? Who are the key suppliers. Which Key Activities do partners / external relationships perform? What Key Resources do those partners provide?

Key Activities



What Key Activities must be included to deliver our Value Proposition? What about our Customer Segments, Relationships, Distribution Channels and Revenue Streams?

Value Propositions



What value do we deliver to our Customer? Which Customer problems are we helping to solve? What Customer needs are we satisfying? What product/service bundles do we offer each Customer Segment?

Customer Relationships



What type of relationship does each Customer Segment expect we will establish and maintain? Which have we established? How costly are they? How well integrated with other domains of our model?

Customer Segments



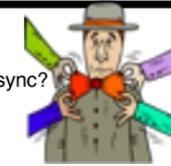
For whom are we creating value? Who are the most important Customers (today)? Which distinct Customer groups are we serving? Which distinct Customer groups do we choose not to serve?

Key Resources



What Key Resources do our Value Propositions require? And, what about our Distribution Channels; Customer Relationships; and Revenue Streams?

Channels



How do Customers want to be reached? How are we reaching them now? Are we out of sync? How are channels integrated? Which work best; most cost-efficient? How do we integrate with Customer processes?

Cost Structure

What are the most important costs built-in to our business model?
Which Key Resources are most expensive?
Which Key Activities are most expensive?
How do we communicate our Cost Structure to our people?



Revenue Streams

What value are Customers really willing to pay us to create for them?
What value do Customers currently pay us to create for them?
How do Customers currently pay us?
How would Customers prefer to pay us?
How much does each Revenue Stream contribute to overall revenue?

